

Case Study: Paris Plage, Paris, France

SUMMER SPECIAL EVENTS



Creating a place

For one month during the summer, the River Seine and Hotel de Ville (City Hall in Paris) provides the backdrop for the Paris Plage, a temporary beach for Parisians in their own city; the emphasis is primarily on children and families



City Hall's front porch

The volleyball court is surrounded by deck chairs, kiosks and palm trees



Beach volleyball

The front of the City Hall turns into a sand volleyball court

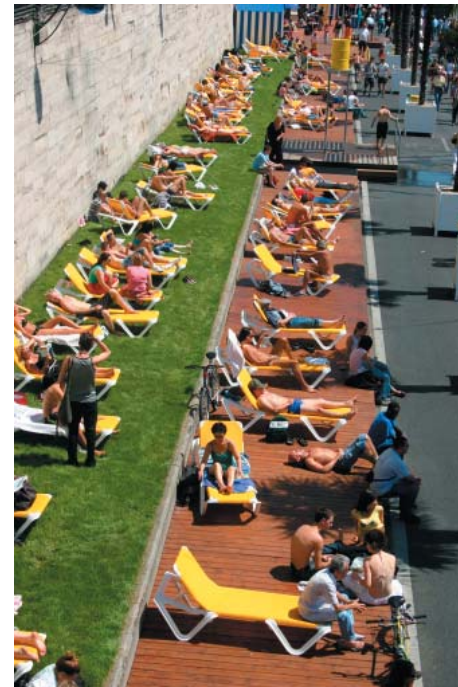
Transforming streets

The river road is closed and people enjoy the pedestrian-only promenade, temporary palm trees, beach chairs and umbrellas fill the river bank



Signage

Identifiable signs announce the activities accompanying the event



The "beach"

People stretch out along the entire mile-long "beach"

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Sunbathing

Beach chairs and umbrellas line the road



Shaded benches

A variety of types of seating are provided



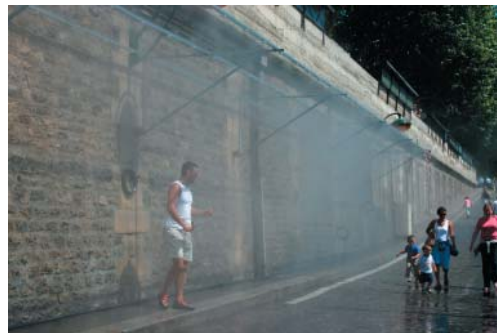
Games

Games, such as bocce, line the street



Children's games

A variety of types of games are provided, ranging from water sprinklers to rock climbing to a ropes course



Access to water

Misters and sprinklers are found throughout the Paris Plage



Case Study: Rockefeller Plaza, New York City

SEASONAL STRATEGIES

Rockefeller Plaza

Rockefeller Plaza is a street approximately 200' long and 75' wide that is closed to traffic. A variety of types of activities occur at the plaza during all times of the year.

Changing art displays

The bushes are pruned to represent different popular characters and other figures; the displays change with the seasons



Variety of seating options

Temporary benches, like this circular one, are placed in the center of the closed street



Special interest shows

The area hosts special shows, such as the old automobile show and aerospace technology exhibit



Case Study: Rockefeller Plaza, New York City

SEASONAL STRATEGIES



Temporary market

Temporary markets in the plaza during certain times of the year



Temporary greenhouse

The greenhouse hosts orchid and other plant shows



Fashion show

Channel Gardens hoses various events such as the fashion show, with the red carpet rolled out



Ice rink

The ice rink at Rockefeller Center has become a tradition unto itself; people come just to skate at this famous rink



Transportation options

The closed street allows for various types of uncommon transportation

Case Study: Edinburgh & Greenock, Scotland

WINTER USE CONSIDERATIONS



Activities for kids and adults
Fun, interactive uses can attract people of all ages



Local market products

Local products increases the uniqueness of the market



A major destination

An ice skating rink could be a main feature in Peace Plaza



Refreshments

Warm food and beverages in convenient locations



Holiday market

Temporary markets near other attractions to increase crowds



Holiday tree

A large tree in Annenberg Plaza could be a main feature of the winter programming



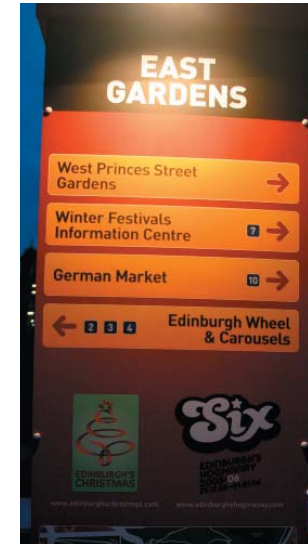
Case Study: Edinburgh & Greenock, Scotland

WINTER LIGHTING CONSIDERATIONS

Lighted trees
Lighted trees along
major streets



Highlight building architecture
Lighting can enhance the architecture of prominent buildings



Signage

Clear, well placed signs to direct people to and mark important destinations, and give the area an identity



Decorative
lighting

Draws attention
to public buildings
(Scotland Library,
left) and destinations

Case Study: Paris, France

WINTER USE CONSIDERATIONS



“Outdoor” dining

Plastic walls from canopies allow patrons to eat on the street and stay warm

Trees and snow

Temporary pine trees, lighted and mounded with “snow” create the feeling of being in the country, in the city, at intersections and around ice rink



Market stalls

Markets stay open day and night to provide ample opportunities for locals and visitors to shop

Heat lamps

Heat lamps for extended outdoor dining seasons



Overhead canopies

Canopies help create a sense of place



Holiday market

Temporary holiday market to draw people to the area and support local artisans



A major destination

Ice skating rinks (at Eiffel Tower, right) with temporary pine trees along edges



Food vendors

Kiosks can stay open year round

Case Study: Paris, France

WINTER LIGHTING CONSIDERATIONS

Retail
decorations

Lighted store
facades along major
streets



Day and evening
lighting

Lights can be used both
during the day and
night to create different
effects in the same
space



Festive street
lighting

Bright, fun colors to
enhance otherwise
dark areas



Overhead
lighting

Lighted canopy
structures to enclose
the street and give
character to certain
areas



Facade lighting

Highlight prominent buildings
during the winter months



Decorative street lighting

Holiday lighting over streets to help create a
festive atmosphere



First Street Promenade, Rochester 47

Case Study: Zurich, Germany

TEMPORARY BENCH ART EXHIBIT



Zurich bench art exhibit

In the summer of 1999, the city of Zurich installed approximately 300 temporary benches from different artists. Downtown businesses and corporations sponsored individual artists to build a bench. Each artist started with the same basic module and were free to transform it as they best saw fit. A program such as this for the First Street Promenade area could be a successful way to create excitement and energy for the improved downtown area.



Case Study: Zurich, Germany

TEMPORARY BENCH ART EXHIBIT





Bryant Park, New York City